

Client: Governor Gary Herbert
 Product: media
 Campaign: Herbert - Spot TV - General :60

Station Order

R&R Partners, Inc.
 900 South Pavilion Center Drive
 Las Vegas, NV 89144
 702.228.0222

Rev #: 0
 Flight From: 09/24/2012 to 11/04/2012

Estimate No.: 400-401
 Contract No.:
 Job No.:

Buyer Name: Amy Pedro
 Sweeps: Share May 2012 -> HUT/PUT Nov 11

Market: SALT LAKE CITY
 Station: KSTU
 Station Contact: Kent Carbon

Actg. Order No.: 34379
 WS Order No.: 33300
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross Rate/ Total	Sep 24	Oct 01	Oct 08	Oct 15	Oct 22	Oct 29	Total Spots	DMA P 35-64 (R)	DMA HH (R)
1	MTWRF-- 06:00A-07:00A	EM 60	GOOD DAY UT	\$750.00 \$4,500.00	2	(H)	2	2	.	.	6	2.4 \$312.50	3.1 \$241.94
Comment: PREEMPT W NOTICE													
2	MTWRF-- 06:00A-07:00A	EM 60	GOOD DAY UT	\$950.00 \$3,800.00	.	(H)	.	.	2	2	4	2.4 \$395.83	3.1 \$306.45
Comment: NON PREEMPT													
3	MTWRF-- 07:00A-08:00A	EM 60	GOOD DAY UT	\$750.00 \$4,500.00	2	(H)	2	2	.	.	6	3.0 \$250.00	3.7 \$202.70
Comment: PREEMPT W NOTICE													
4	MTWRF-- 07:00A-08:00A	EM 60	GOOD DAY UT	\$950.00 \$3,800.00	.	(H)	.	.	2	2	4	3.0 \$316.67	3.7 \$256.76
Comment: NON PREEMPT													
5	MTWRF-- 08:00A-09:00A	EM 60	GOOD DAY UT	\$750.00 \$4,500.00	2	(H)	2	2	.	.	6	2.0 \$375.00	3.4 \$220.59
Comment: PREEMPT W NOTICE													
6	MTWRF-- 08:00A-09:00A	EM 60	GOOD DAY UT	\$950.00 \$3,800.00	.	(H)	.	.	2	2	4	2.0 \$475.00	3.4 \$279.41
Comment: NON PREEMPT													
7	MTWRF-- 05:00P-05:30P	EN 60	FOX NEWS AT 5	\$800.00 \$4,800.00	2	(H)	2	2	.	.	6	1.4 \$571.43	2.0 \$400.00
Comment: PREEMPT W NOTICE													
8	MTWRF-- 05:00P-05:30P	EN 60	FOX NEWS AT 5	\$1,000.00 \$4,000.00	.	(H)	.	.	2	2	4	1.4 \$714.29	2.0 \$500.00
Comment: NON PREEMPT													
9	MTWRF-- 05:30P-06:00P	EN 60	FOX NEWS @ 530	\$800.00 \$4,800.00	2	(H)	2	2	.	.	6	2.1 \$380.95	2.3 \$347.83
Comment: PREEMPT W NOTICE													
10	MTWRF-- 05:30P-06:00P	EN 60	FOX NEWS @ 530	\$1,000.00 \$4,000.00	.	(H)	.	.	2	2	4	2.1 \$476.19	2.3 \$434.78
Comment: NON PREEMPT													
11	MTWRF-- 09:00P-10:05P	LN 60	FOX NEWS @ 9	\$3,000.00 \$18,000.00	2	(H)	2	2	.	.	6	4.0 \$750.00	5.1 \$588.24
Comment: PREEMPT W NOTICE													
12	MTWRF-- 09:00P-10:05P	LN 60	FOX NEWS @ 9	\$4,200.00 \$16,800.00	.	(H)	.	.	2	2	4	4.0 \$1,050.00	5.1 \$823.53

Advertiser: Governor Gary Herbert
 Campaign: Herbert - Spot TV - General :60

Station Order
 SALT LAKE CITY - TV

Station: KSTU

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Sep 24	Oct 01	Oct 08	Oct 15	Oct 22	Oct 29	Total Spots	DMA P 35-64 (R)	DMA HH (R)
Comment: NON PREEMPT													
				\$77,300.00	12		12	12	12	12	60		
					29.8		29.8		29.8				
								29.8		29.8			

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Sep	12	29.8	\$13,700.00	\$459.73
Oct	36	89.4	\$45,500.00	\$508.95
Nov	12	29.8	\$18,100.00	\$607.38
	60	149.0	\$77,300.00	\$518.79

Comments

Campaign Remarks:

Upon receipt, fax signed confirmation of order to Amy Pedro at 702-939-4272.

All makegoods must be pre-approved by buyer and run within flight weeks/dayparts of same broadcast month.

All buys will be monitored on a weekly basis. Post logs are due to buyer on Tuesday following on-air week.

Two week standard cancellation policy applies with written notice.

Delivery guaranteed at 90-110%.

By: _____